

ORDER

KSNV

Orders
Order / Rev: 104119
Alt Order #: 06831860
Product Desc: BERKLEY FOR SENATE
Estimate: 30S
Flight Dates: 07/31/12 - 08/06/12
Original Date / Rev: 07/09/12 / 08/03/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Berkley, Shelley for Senate *Revised*
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/06/12	51	\$97,925.00	\$83,236.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	51	\$97,925.00	\$83,236.25	0.00
Totals	51	\$97,925.00	\$83,236.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	49%	\$97,925.00
Market	100%	\$199,846.94

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$39,969.39
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$31,975.51
KTUD	0%	\$0.00
KVVU	13%	\$25,980.10
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,996.94

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/31/12	08/03/12	M-F 5-6a WakeUp w/WagM	M	5-6a	-TWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-TWTF--			4		\$400.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/31/12	08/03/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					4	\$400.00		0.00			
E 2	KSNV	08/08/12	08/06/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$400.00		0.00			
E 3	KSNV	08/06/12	08/06/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$700.00		0.00			
E 4	KSNV	07/31/12	08/03/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					4	\$700.00		0.00			
E 5	KSNV	07/31/12	08/03/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	8	\$1,400.00	1	0.00	NM	8	\$11,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					8	\$1,400.00		0.00			
E 6	KSNV	08/06/12	08/06/12	Today Show Today Show	CM	658a-9am	M-----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					2	\$1,400.00		0.00			
E 7	KSNV	08/06/12	08/06/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	M-----	:30	1	\$750.00	1	0.00	NM	1	\$750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$750.00		0.00			
E 8	KSNV	07/31/12	08/04/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	5	\$750.00	1	0.00	NM	5	\$3,750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					5	\$750.00		0.00			
E 9	KSNV	08/06/12	08/06/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	M-----	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$6,000.00		0.00			
E 10	KSNV	08/03/12	08/03/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	----F--	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$6,000.00		0.00			
E 11	KSNV	07/31/12	08/02/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-TWT---	:30	6	\$6,000.00	1	0.00	NM	6	\$36,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWT---					6	\$6,000.00		0.00			
E 12	KSNV	08/05/12	08/05/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-----S	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					1	\$6,000.00		0.00			
E 14	KSNV	08/04/12	08/04/12		CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Saturday Today															
SAT TDOAY															
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 -----S- 1 \$625.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 KSNV 07/30/12-08/05/12 Saturday Today 7a-9am -----Sa-- :30 (\$625.00) 0.00 NM See MG 14.2 [PGM CHG = 5A-6AM DUE TO OLYMPICS STARTING EARLY]															
2 KSNV 07/30/12-08/05/12 SIGN ON-SIGN OFF 5a-459a (5:00 AM-6:00 AM)TWThFSaSu :30 \$625.00 0.00 NM (M) MG for 14.1 08/04 [TP CHANGE]															
E 15	KSNV	08/05/12	08/05/12	Olympics Daytime Week	AM	4am-6pm	-----S	:30	2	\$1,700.00	3	0.00	NM	2	\$3,400.00
OLY DAYTIME WK Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 -----S 2 \$1,700.00 0.00															
E 16	KSNV	08/04/12	08/04/12	Olympics Daytime Week	AM	4am-6pm	-----S-	:30	2	\$1,700.00	3	0.00	NM	2	\$3,400.00
OLY DAYTIME WK Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 -----S- 2 \$1,700.00 0.00															
E 17	KSNV	07/31/12	08/03/12	Olympics Daytime Week	AM	9am-4pm	-TWTF--	:30	8	\$1,200.00	3	0.00	NM	8	\$9,600.00
OLY DAYTIME Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 -TWTF-- 8 \$1,200.00 0.00															
E 18	KSNV	08/06/12	08/06/12	Olympics Daytime Week	AM	9am-4pm	M-----	:30	2	\$1,200.00	3	0.00	NM	2	\$2,400.00
OLY DAYTIME Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12 M----- 2 \$1,200.00 0.00															
N 19	KSNV	08/04/12	08/04/12	Weekend Jeopardy/Wheel	AM	630-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
WKND Jeop/Wheel NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 -----S- 1 \$500.00 0.00															
													Totals	51	\$97,925.00